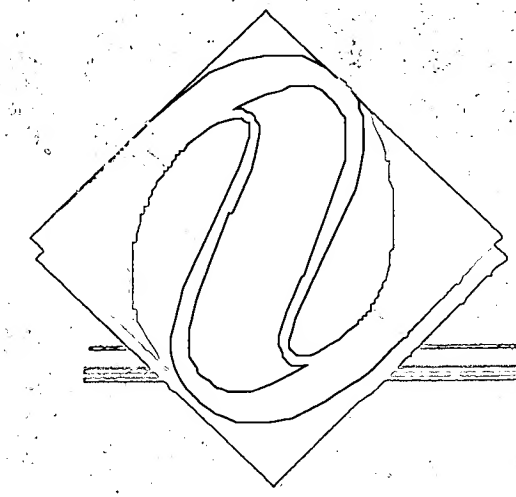
EXHIBIT I

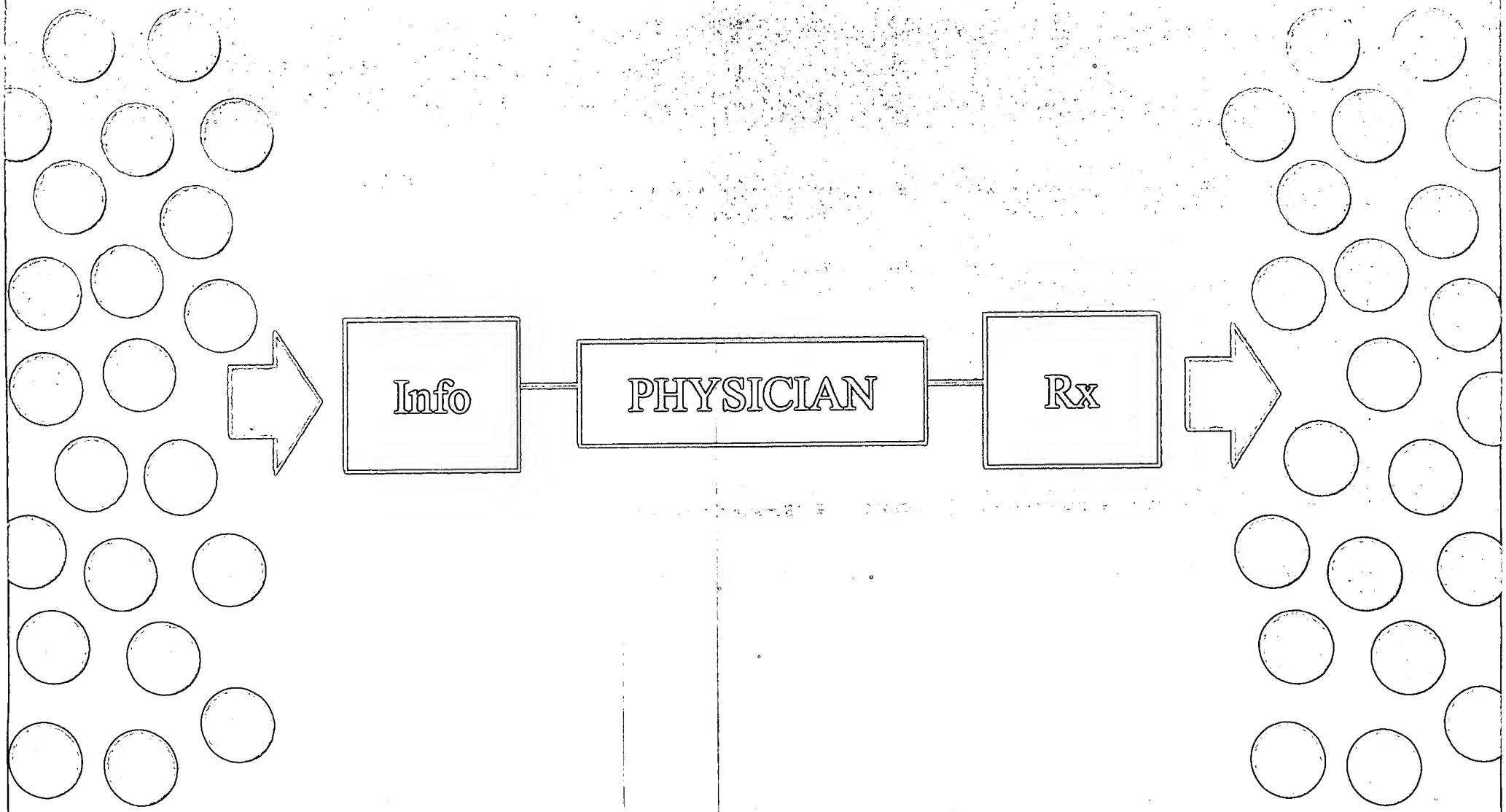


Physicians' Online

A personalized online medical information & communications service dedicated to empowering physicians with the tools essential to advance the quality and control the cost of health care through informed decision-making.

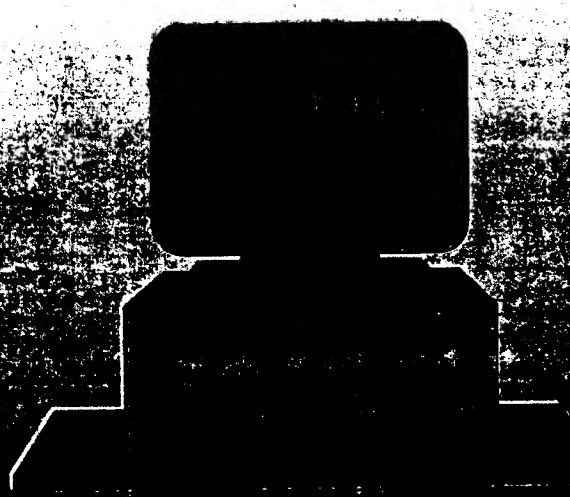
Physician as Knowledge Worker

Problem & Opportunity



PCs in Health Care

Barriers to Physician Use



Desk-bound
Document Processing

- Price
- Access
- Ease of Use
- Awareness
- Time

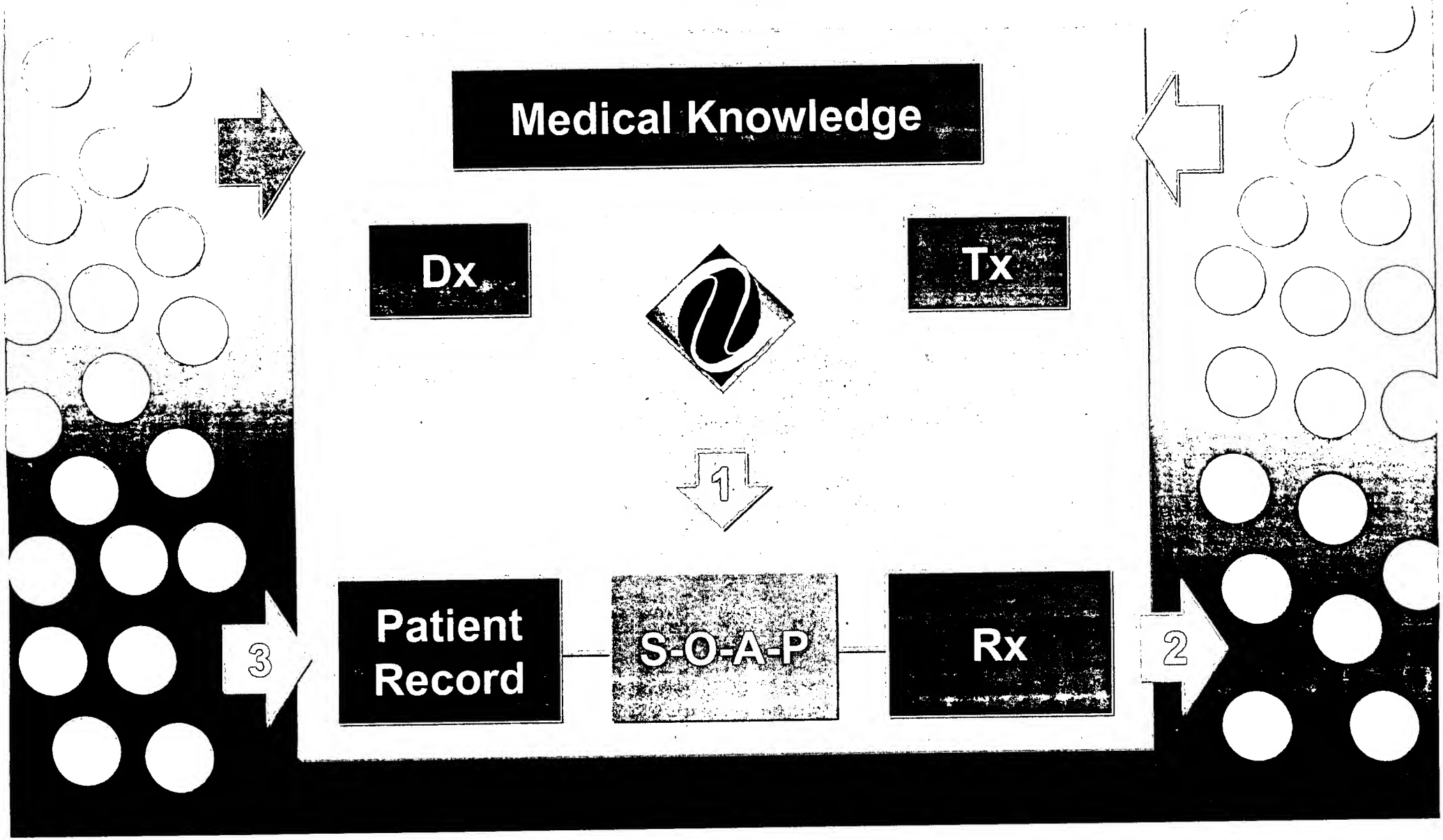
The Real Cost of Knowledge

- Time
  - » Convenient Access
  - » Ease of Use
- Money
  - » Price

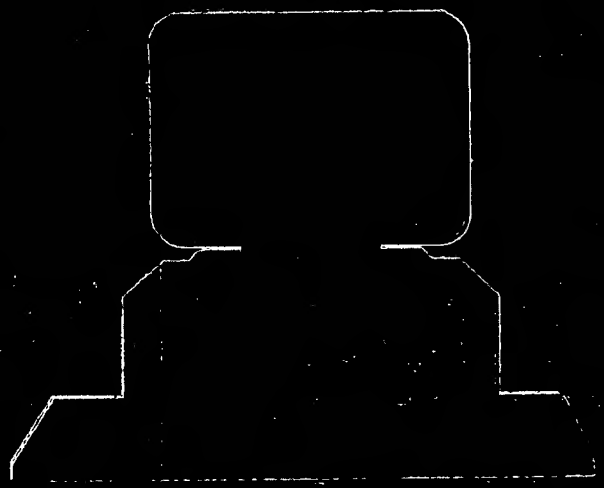
Minimize the Cost of Knowledge

5

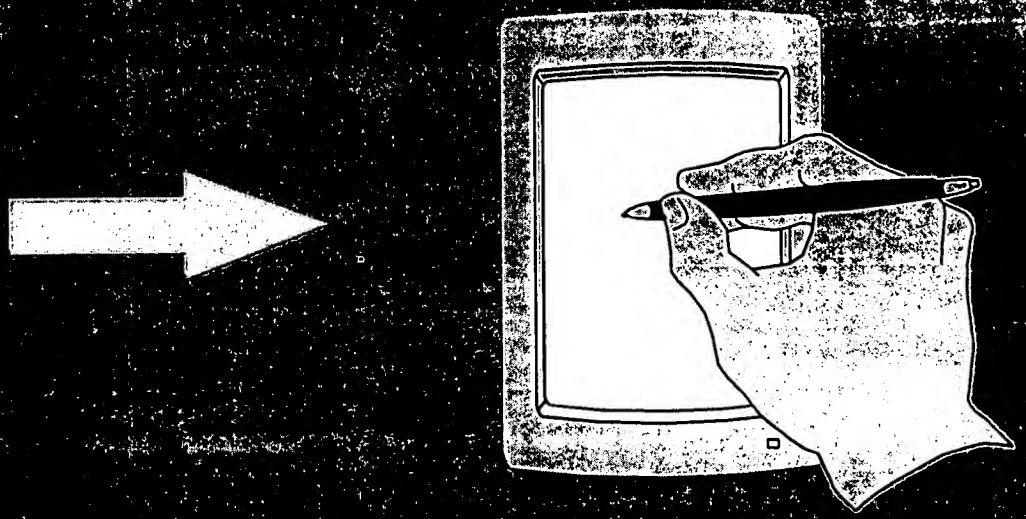
Knowledge Processing



Physician "Desktop"



Desk-bound
Document Processing



Mobile
Knowledge Processing

Physician "Desktop"

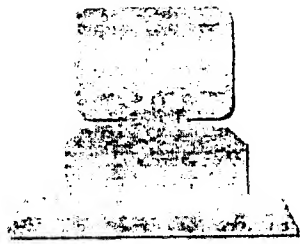
Points of Entry

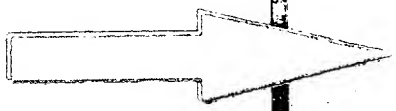
Home	Office	Hospital
PC Smart Phone PDA	PDA Smart Phone PC Office Network	Dedicated Terminal PC Hospital Network PDA Smart Phone

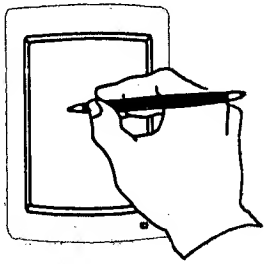
8

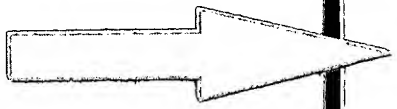
Physician Market Strategy

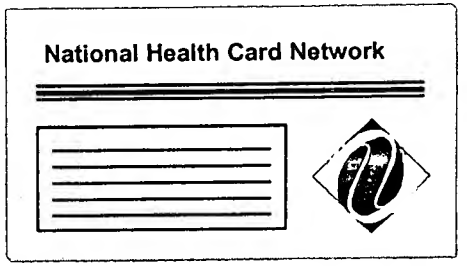
Phase I	Phase II	Phase III
Knowledge	Rx	Patient







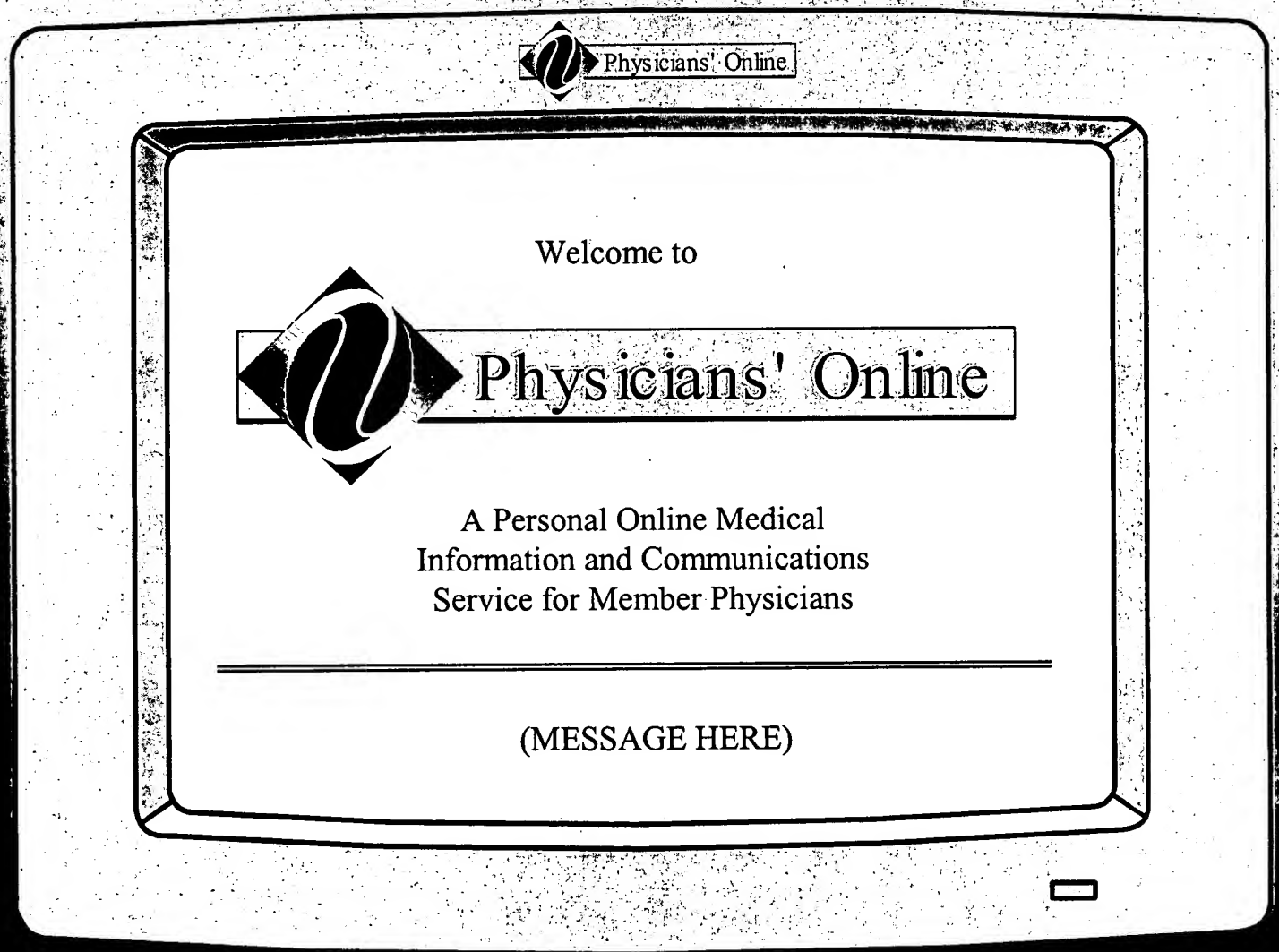




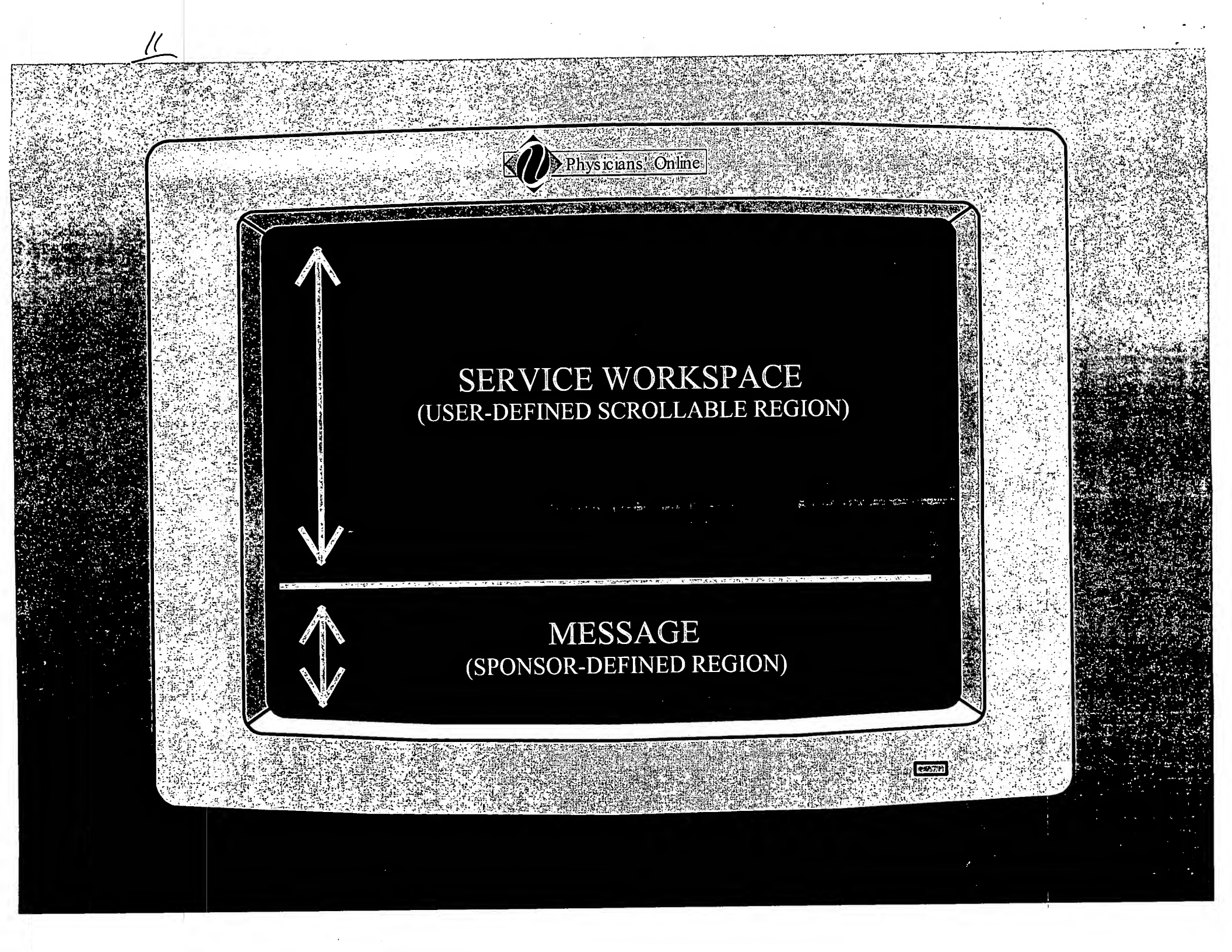
Strategic Alliances

- Phase by Phase
  - Sector by Sector Cooperative Participation
- Cooperative vs Competitive
  - Market Growth vs Market Share
- Physician "Desktop" Control
  - First Mover Advantage
  - Physician Use: "All or Nothing"

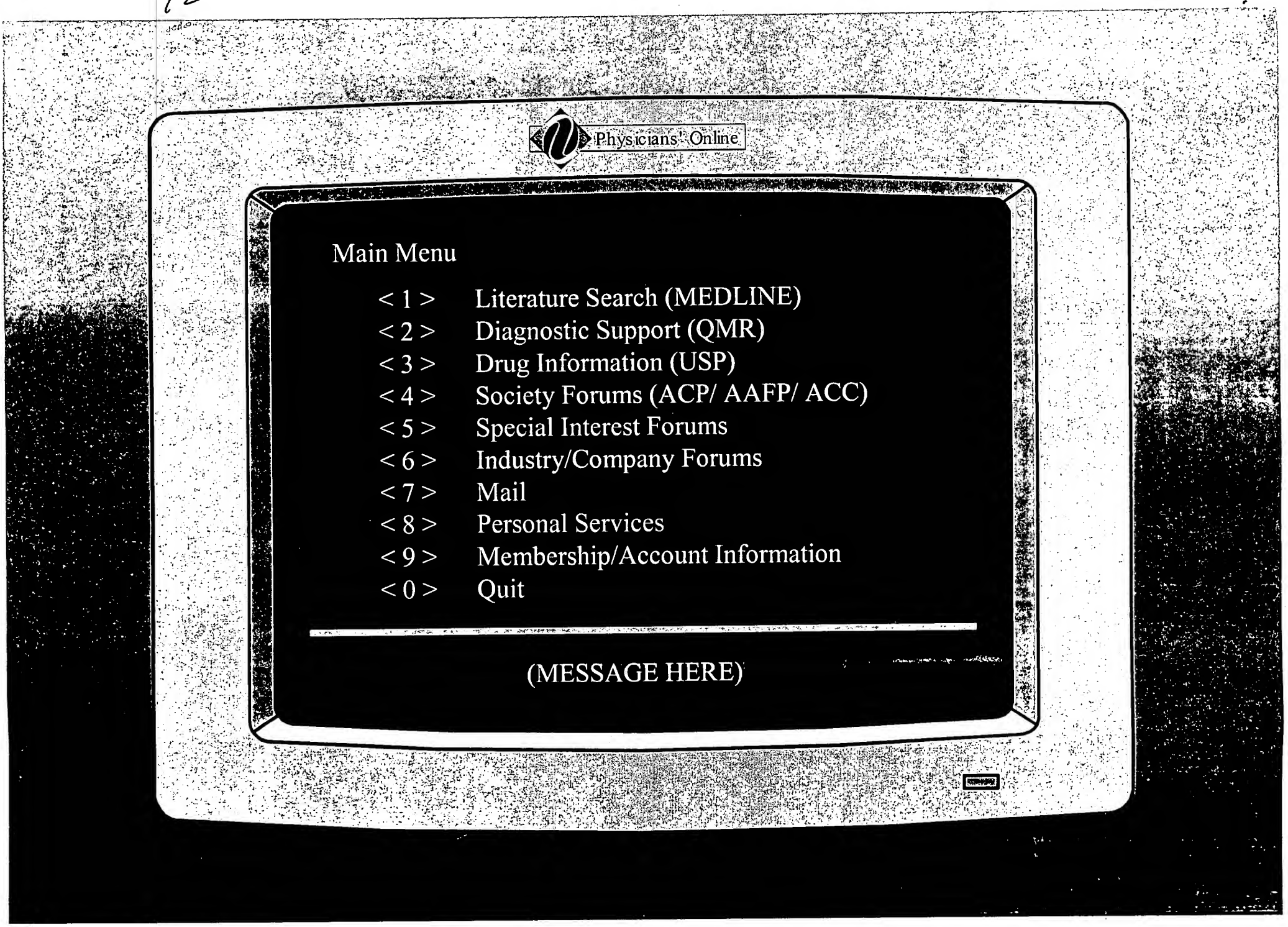
10

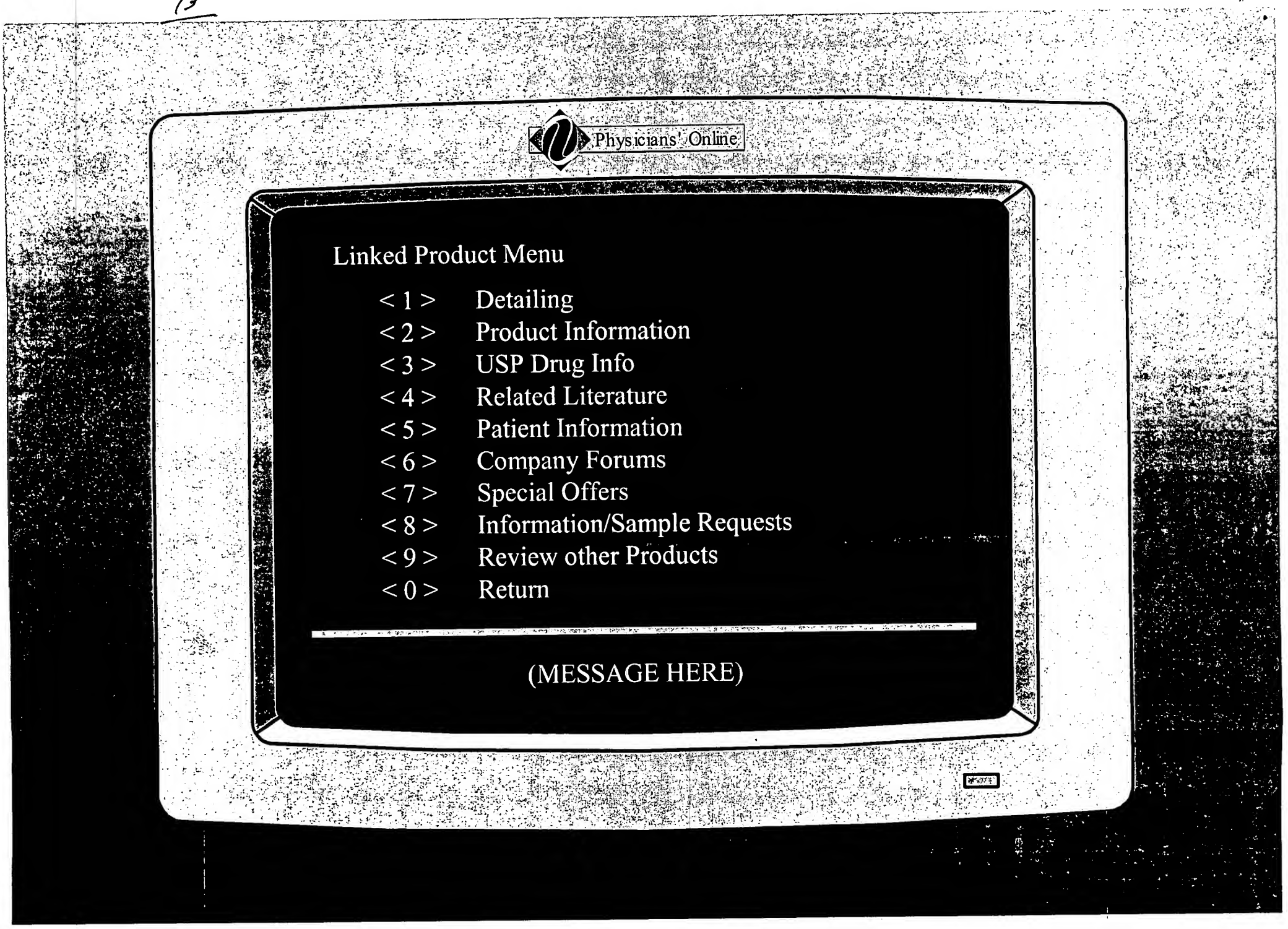

Physicians' Online
Welcome to
Physicians' Online
A Personal Online Medical
Information and Communications
Service for Member Physicians
(MESSAGE HERE)

11

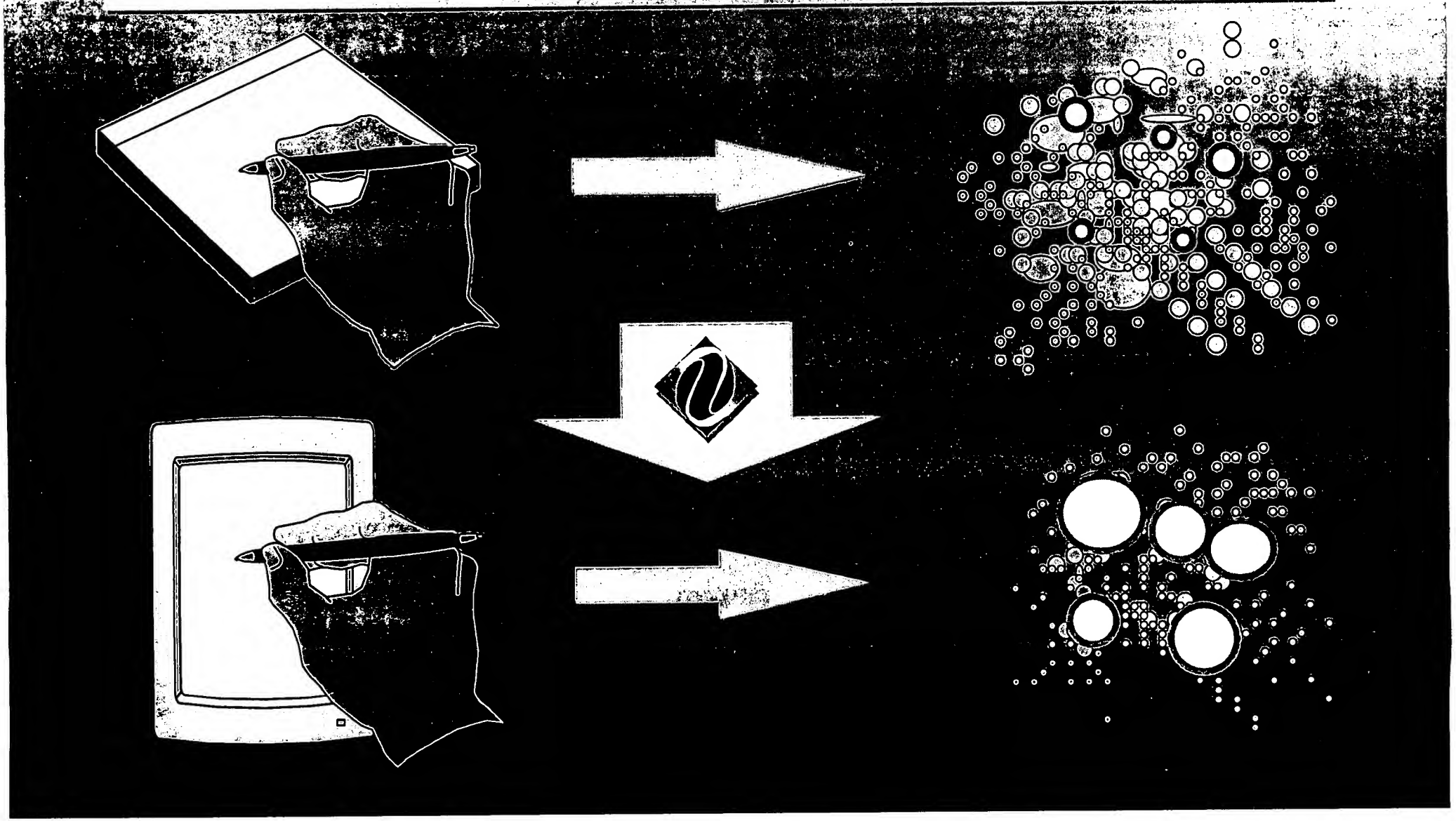

Physicians' Online
SERVICE WORKSPACE
(USER-DEFINED SCROLLABLE REGION)
MESSAGE
(SPONSOR-DEFINED REGION)

12


Physicians' Online
Main Menu
< 1 > Literature Search (MEDLINE)
< 2 > Diagnostic Support (QMR)
< 3 > Drug Information (USP)
< 4 > Society Forums (ACP/ AAFP/ ACC)
< 5 > Special Interest Forums
< 6 > Industry/Company Forums
< 7 > Mail
< 8 > Personal Services
< 9 > Membership/Account Information
< 0 > Quit
(MESSAGE HERE)


Physicians' Online
Linked Product Menu
< 1 > Detailing
< 2 > Product Information
< 3 > USP Drug Info
< 4 > Related Literature
< 5 > Patient Information
< 6 > Company Forums
< 7 > Special Offers
< 8 > Information/Sample Requests
< 9 > Review other Products
< 0 > Return
(MESSAGE HERE)

Phase II:
Facilitating the Shift to Managed Fulfillment



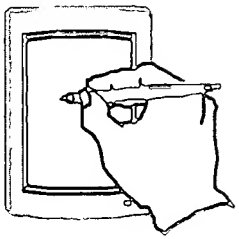
15

Influencing Prescriber Choice

In Each Therapeutic Class

- Prescriber's 1st Choice
- Alternatives
- Patient's Formulary

Smart Scripts™ Structure



Prescription

Patient-Specific Formularies

Organization-Specific Formularies

National Formulary Standard

Therapeutic Equivalents

Pharmaceutical Data

Keys to Success

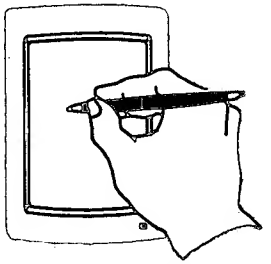
- Physician Membership & Use
  - "Physician-centric" Market Strategy
    - » Minimize the Cost of Knowledge
- Market-driven not Technology-driven
  - Systems Integrator of Existing & Leading Technology
- Integral Industry Participation
- "First-Mover" Advantage

"First-Mover" Advantage

Phase I

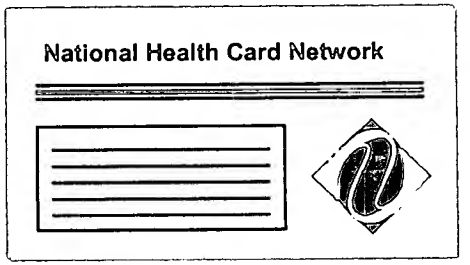
Existing PC Installed Base
MEDLINE Users
Sophisticated Users
On-Site Terminal Base
"Membership"
MD Society Support
Rx Industry Support
Prescriber-level Targeting
Psychometric Data
PDA Beta Test

Phase II

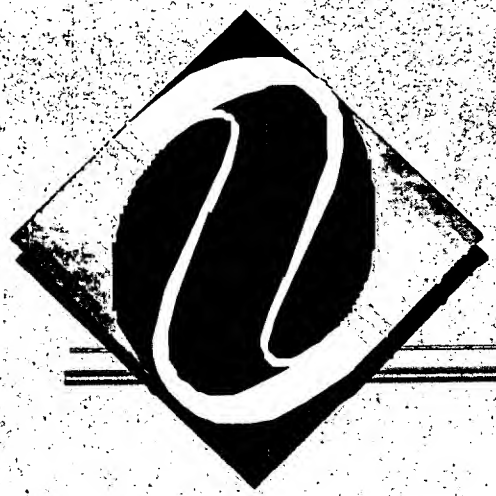


"Smart Prescription Pads"
PDA Installed Base
Prescriber Assistance Prgm
National Online Formularies
Rx Fulfillment Network
Managed Care Support
Prescription Data
"Health Card" Beta Test

Phase III



"National Health Card"
Cellular Data Network
Diverse POS/PON Base
Electronic Patient Records
Claims Processing
Clinical Data Retrieval
Fulfillment Networks
Cost-Containment Programs
Industry-wide Support



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